

NAHAC

SOCIAL MEDIA REPORT – AUGUST 2025



AUGUST SUMMARY

2.8%

ENGAGEMENT
RATE PER
IMPRESSION



4.4%

248

TOTAL ORGANIC
IMPRESSIONS



34.1%

7

TOTAL
ENGAGEMENTS

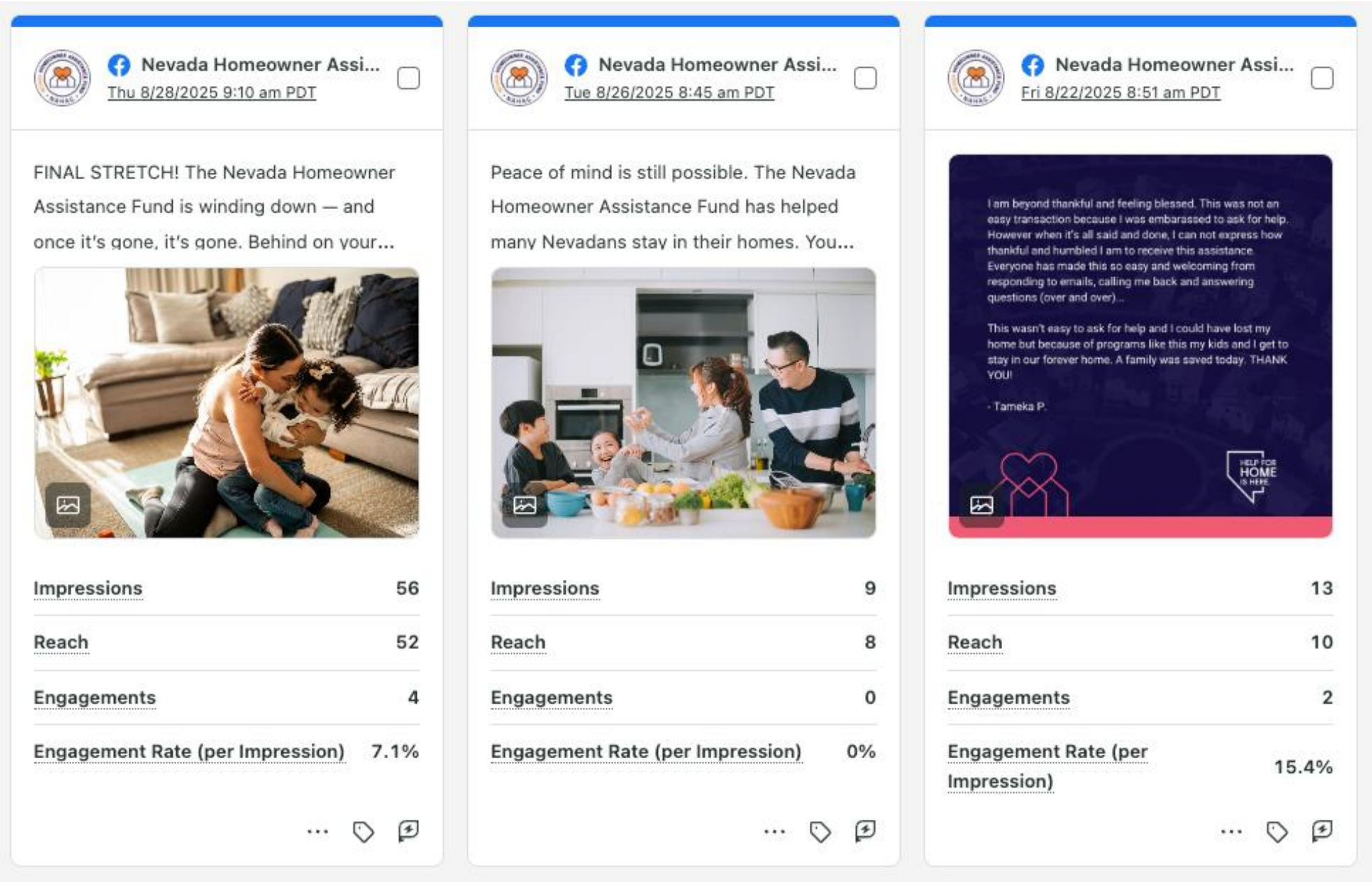


40%

	June	July	August
	MOM	MOM	MOM
Total Fans	618	619	622
New Followers	0	1	3
Total Published Posts	9	10	9
Engagements	5	5	7
Avg. Engagement Per Impression	2.3%	2.7%	2.8%
Organic Impressions	222	185	248

Facebook Takeaways

- We saw strong growth in all KPIs, even growing our audience by 3 new followers
- Organic impressions reached the highest number in recent months with 248 reached
- Consistent engagement per impression rate speaks to the continued appeal of our “last chance” messaging



Thank you.

